



# City of Greensboro

Melvin Municipal Building  
300 W. Washington Street  
Greensboro, NC 27401

## Meeting Minutes - Draft Economic Development Committee

Thursday, March 24, 2016

3:00 PM

Plaza Level Conference Room

### 1. Call To Order

This Economic Development Committee meeting of the City of Greensboro was called to order at 3:00 p.m. on the above date in the Plaza Level Conference Room of the Melvin Municipal Building with the following members present:

Present: Councilmember and Chairperson Jamal Fox, Councilmember Marikay Abuzuaiter, and Councilmember Tony Wilkins.

Absent: Councilmember Mike Barber.

Also present were City Manager Jim Westmoreland, City Attorney Tom Carruthers, Economic Development and Business Support Manager Kathi Dubel, Councilmember Sharon Hightower and Deputy City Clerk Angela R. Lord.

### 2. Approval of Draft Minutes

**ID 16-0201** Motion to Approve the Economic Development Committee meeting minutes of January 26, 2016.

Moved by Councilmember Abuzuaiter, seconded by Councilmember Wilkins to approve the Economic Development Committee meeting minutes of January 26, 2016. The motion carried by voice vote.

### 3. Presentations and Updates

**ID 16-0266** Economic Development Partnership of North Carolina Overview and Update - Tracy Dellinger, Regional Industry Manager

City Manager Jim Westmoreland introduced the item; spoke to the Economic Development Partnership of North Carolina (EDPNC) as a public/private partnership formed through the state of North Carolina; referenced an initiative by Governor Pat McCrory; and recognized EDPNC Regional Industry Manager Tracy Dellinger to provide an update.

Discussion took place regarding the item being presented as an update since the forming of EDPNC in October 2014 by the North Carolina Department of Commerce.

Ms. Dellinger provided numbers and metrics since the organization of EDPNC; made a PowerPoint Presentation (PPP); highlighted the mission to advance North Carolina economic interests; explained the purpose of EDPNC; spoke to the marketing of the state; the incentives by the Department of Commerce; outlined key priorities; spoke

to geographic diversity; product development; announcement of jobs; provided images outlining industry clusters; and a snapshot of project pipelines.

Councilmember Wilkins inquired if the information was a complete picture for the state; and about the furniture category.

Councilmember Fox asked how many of the projects outlined in the graph were for Greensboro and the Piedmont Triad area; and about the industries that had not been targeted.

Ms. Dellinger confirmed the project pipeline indicated projects EDPNC were involved in; provided a breakdown of announced companies and jobs for Guilford County; spoke to real time data; future textile industries for the region; stated she would provide additional information on non-targeted industries and furniture manufacturing; outlined foreign office locations; spoke to Foreign Direct Investment; the reported export value by industry; provided information on the State Trade and Export Promotion (STEP) Grant initiative; spoke to international trade shows; outlined benefits for small businesses; commended Greensboro for ED efforts; and spoke to the leadership of EDPNC CEO, Chris Chung.

Councilmember Wilkins spoke to the number of people that attended trade shows; asked about targeting the furniture market; and stated the furniture market had become a west and east coast industry.

Ms. Dellinger spoke to meetings with targeted company's; and stated she would send additional information regarding trade shows.

Councilmember Fox requested a break down for Guilford County; additional information on the STEP Grant; asked for clarification on the region Ms. Dellinger represented; and about focused recruitment for Greensboro.

Ms. Dellinger explained the Piedmont Triad Prosperity Zone; spoke to Department of Transportation and Department of Environment and Natural Resources liaisons; to the recent hiring of a Business Development Team; key requirements for companies; and confirmed she would provide specifics for recruitment for Greensboro.

City Manager Westmoreland referenced a meeting with attorney and EDPNC board member Bob Singer regarding information, data and challenges around the change of the agency; legislative changes made under the leadership of Mr. Chung; highlighted incentive programs; spoke to job impacts; the provision of ED tools; leverage for the MegaSite; national and international resources available through the EDPNC; and to areas for additional support.

Ms. Dellinger explained the search for additional ED tools; referenced the Department of Commerce; and the search for funders in making decisions for ED.

Discussion ensued regarding the budget passed by the General Assembly; funding allocated for support resources; incentives for large manufacturers; Greensboro being an accessible location; a decision by the General Assembly regarding minimum wages; and restrictions on local government.

Councilmember Fox voiced appreciation for the update.

(A copy of the PowerPoint Presentation is filed in Exhibit Drawer Y, Exhibit No. 3 which is hereby referred to and made a part of these minutes)

**ID 16-0268              Triad Regional Broadband Initiative (TriGig) Update - Jane Nickles,  
                                    Information Technology Director**

City Manager Westmoreland spoke to finding opportunities to leverage the City's assets; the development and deployment of fiber; the need for high speed internet access; providing Wifi services to areas without service; referenced the GIG.U model; the collaboration of public and private institutions; and recognized Information Technology Director Jane Nickles to speak to the item.

Ms. Nickles spoke to the future of economic development; fiber driven innovation; made a PowerPoint

Presentation (PPP); spoke to technologies and speeds; data speed capacity; referenced gigabyte speeds; time required for data back up; outlined the next generation network; the purpose of TriGig; spoke to a two year effort; service providers that supported the initiative; the formation of GIG.U in 2011; highlighted the provisions to provide selected vendors to pool assets and services; provided an image of the City of Greensboro Fiber Network; explained TriGig goals; key benefits; stated there would be no cost to the City; outlined the proposed timeline; and spoke to Committee approval.

Discussion took place regarding costs to the City; implementation of the project; leveraged assets in place; leasing fiber; potential revenue; fiber capacity; the use of multiple networks; underserved areas; negotiations of facilities; Request for Proposals (RFPs); standard lease rates; the project being a potential game changer; the timeline for the project; costs per mile; providing fiber to businesses and schools; and to the number of RFPs expected.

City Manager Westmoreland spoke to the process for RFPs; and to access to different parts of the community.

President of Downtown Greensboro, Inc. Zack Matheny stated the project would be positive for the community; and asked for the Committee's support of the item.

Moved by Councilmember Wilkins, seconded by Councilmember Abuzuaiter to refer the item to Council. The motion carried by voice vote.

(A copy of the PowerPoint Presentation is filed in Exhibit Drawer Y, Exhibit No. 3 which is hereby referred to and made a part of these minutes)

**ID 16-0270              Overview of Research on Incentive Programs Targeted at Business Which Hire Veterans - Reggie Delahanty, Small Business Coordinator, EDBS**

City Manager Westmoreland spoke to options for incentives to hire veterans; resources available for veterans; and recognized Small Business Coordinator Reggie Delahanty to provide an update.

Mr. Delahanty provided a handout to the Committee; outlined an overview of incentives and programs to encourage veteran hiring; spoke to research that showed there were no active programs that would compensate companies for hiring the homeless or veteran population; referenced an expired San Francisco tax credit; the various programs for veterans; voiced the need for better communication; outlined service programs provided in North Carolina; spoke to training services; other state level initiatives; and highlighted the Home Base Iowa program.

Councilmember Wilkins requested additional information pertaining to the handout be forwarded to the Committee.

Mr. Delahanty outlined Federal program incentives; spoke to significant benefits; to the sharing of information with the Legal department for options for Council; and explained the preliminary review of options.

Councilmember Wilkins asked for clarity on the difference between homeless and homeles veterans; and for confirmation on which the research had been based.

Mr. Delahanty stated the material referred to homeless and homeles veterans; and spoke to better alternatives outside economic development funding for hiring.

City Manager Westmoreland stated the information provided was to update the Committee on what staff had researched; spoke to Committee directives for future research; existing options; and to the possibility of changes to the Charter.

Councilmember Wilkins requested staff contact the Guilford Delegation for assistance.

Councilmember Abuzuaiter expressed appreciation for the information on the item.

Councilmember Fox spoke to the reality of homeless veterans in each District; requested staff to research

Veterans Preference; schedule meetings with the Guilford Delegation regarding veterans; research enhanced job based incentives; craft policies pertaining to veterans; and to forward the item to Council.

City Manager Westmoreland suggested the item be brought back to the Committee prior to going to Council; and stated staff would forward additional information to the Committee.

(A copy of the Handout is filed in Exhibit Drawer Y, Exhibit No. 3 which is hereby referred to and made a part of these minutes)

#### **4. Adjournment**

Moved by Councilmember Wilkins, seconded by Councilmember Abuzuaiter, to adjourn the meeting. The motion carried by voice vote.

THE ECONOMIC DEVELOPMENT COMMITTEE ADJOURNED AT 4:12 P.M.

ANGELA R. LORD  
DEPUTY CITY CLERK

JAMAL FOX  
CHAIRPERSON